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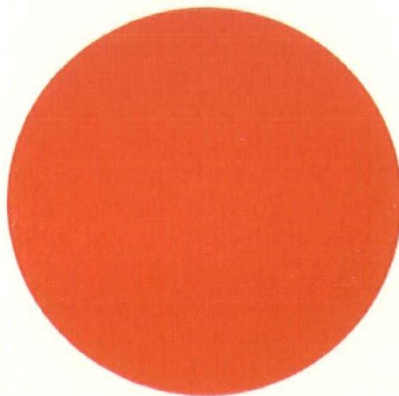


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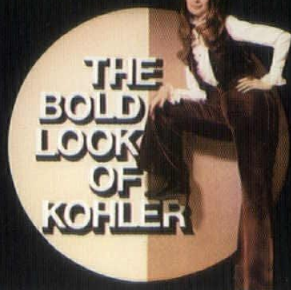


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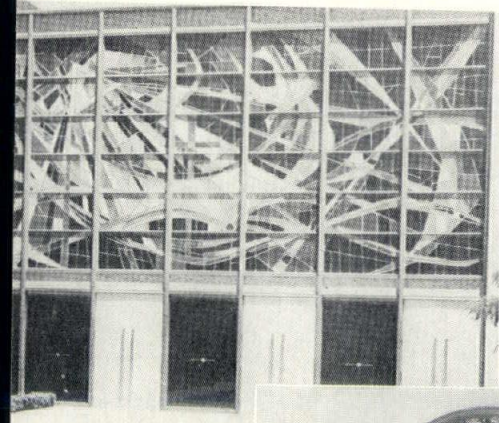
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wisconsin architect



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Mrs. Stanley Nerdrum was the author of the Article "Now and Then," a review of 10 years of activities of the Western Section Women's Architectural League, published in the December '70 issue. Her name was inadvertently omitted.

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convention 71 wisconsin chapter aia

BUCKY IS COMING
R. BUCKMINSTER FULLER

may 4,5,6,7
milwaukee

The 71 Convention — Broad Strokes

William P. Wenzler, Chairman

It seems as though the National AIA has once again published the right report at the right time. The current effort entitled "Creating the Human Environment" seems to be detailed, inclusive, pragmatic and visionary all at one time. It seems to raise the right questions and give possible solutions, not only to the issues that confront us directly as professionals, but also to those issues that confront us as human beings. It seemed to be a logical conclusion to use this report as the basis and guide for this year's State Convention. The report itself has not only given the content of the convention but has indicated the method as well. The method in a word would be dialogue. Quoting from the report "dialogue is the means by which the people of a democracy take personal charge of their destiny. It is where the macroforces of change meet the microforces and the individual meets and revolutionizes his society peacefully." This concept of dialogue led the committee to reject very early in the planning the concept of speakers coming in for a few hours to talk to us, and we chose instead to bring in a resource person to search with us through the entire time of the convention for an understanding of what it means to create the human environment. We have decided that the starting point of this search is to develop a better understanding of the term human. I'm sure that it is obvious that this definition will vary with each person that considers the question. Charles Reich in his new book "The Greening of America" gives us one direction that seems valid. "The commandment is 'Be true to one's self.' To start from self does not mean to be selfish; it means to start from premises based on human life and the rest of nature, rather than premises that are the artificial products of the corporate state, such as power, status. It is not an ego trip, but a radical subjectivity designed to find genuine values in a world whose official values are false and distorted. It is not egocentricity, but honesty, wholeness, genuineness in all things.

It starts from self because human life is found as individual units, not as corporations and institutions. Its intent is to start from life." It is from this starting point that we hope to allow the convention to unfold for two and a half days in May. We hope to show that this starting point leads us to an understanding that individual humanness depends on relationships of each person to all other people and to all of nature as well; that we cannot become human unless all others can also; that our humanness, our very survival depends on the maintaining of the delicate balance of the life support system of our spaceship, earth; that this balance is dependent on mutual respect, respect that is granted and extended to all of life. This concept of interrelatedness and oneness will become a major emphasis of the convention. All persons attending the convention (visitors, students, wives, exhibitors, architectural principals, employees) will participate as equals, recognizing that each brings a uniqueness based on his background, interest, experience, etc. And that each can uniquely contribute to our understanding of first, becoming more fully human and then, to proceed to create a human environment, an environment that grows from a society that is based more on respect for each other and less on authoritarian rule. Obviously to accomplish this the entire character and spirit of the convention must be open and free

self. It is our hope that it is in this spirit that each person will come. We hope that all will come with an attitude of relaxed openness and express it with a smile and with relaxed clothes, sort of "anything goes" clothes. Again quoting from *The Greening of America*, "To the extent that clothes can do it, people have the opportunity to meet one another as real, total persons, mind, face and body, not defended or walled off by any barriers or certifications." The Expo Hall at the Red Carpet Inn where the convention will be held is a large open space, approximately 320' long by 120' wide. This space is on grade, with immediate outside access to make the logistics for the exhibitors quite easy. This space has an arched ceiling, starting at about 15' at the side walls and rising to 30' at the center. This space will be subdivided into two main divisions. The one division including the exhibit and the lounge areas, and the other the general assembly space. Access to the assembly area will be through a labyrinth of exhibits. There will be four lounge areas in this exhibit space. Each lounge will be assigned to one of the state sections. We suggest that each section contact the State University within their area and work with those students interested in architecture to create the environment of this lounge space. We feel this will give each section an identity and base as well as an opportunity for the student, architect, and perhaps, exhibitor to work together in planning for one aspect of the convention.

The schedule will be structured around basic blocks of time. These blocks will have approximate starting and stopping points preplanned, but they will be allowed to happen as the program unfolds. These major blocks of time will be preceded, separated and followed by eating, conversing and exhibit viewing. The daytime blocks will be used to focus our thoughts on the subject, guided by the studied, experienced and intuitive insights of R. Buckminster Fuller. The simulation given by Dr. Fuller will be carried into seminar dialogue workshops, led by our own members under the guidance of Dr. Herbert Doran of the University of Dubuque. These workshops will allow us to explore our own feelings, thoughts and reactions to that which has been presented to us. The Tuesday night block will be an "event in awareness" — happening in humanness — a celebration in living. This block is under the direction of Quinton Baker, the director of the Inner City Arts Council in Milwaukee. The other evenings will allow for time on the town, or through the town to the campus. Just possibly some of us may get so turned on that we'll come to the annual meeting on Friday ready to start a revolution. Who knows!

1 Convention Committee:

Architects, Larry Litzau, Mike Meyer, Bill Wenzler, Chairman; UWM School of Architecture faculty, Bob Beckley, Donald Glickman; School of Architecture students, Bernard Kubisiak, Christine Jenk; Product Exhibitors, Robert Klau — Arwin Builders' Specialties, Inc., Donald Olson — Craig-Modernfold, Inc., Richard Williams — Pipkorn Corporation; WAL representative, Mrs. William E. Johnson; Liaison Wisconsin Chapter, Board of Directors, Richard Blake; Special Events Chairman, Quinton Baker, Director Inner City Arts Council.

Reflections On A Few Hours Spent With Dr. R. Buckminster Fuller

When the Convention Committee made the decision to search for one resource person to spend the entire two and a half days with us, the idea of a person of Buckminster Fuller's stature agreeing to this arrangement did seem somewhat remote. The more we focused in on the nature and subject of the convention, however, the more clear it became that Bucky was the logical choice. Because Mike Meyer's son, Hans, during the past year has been working with Bucky in California and because Mike Meyer has been in contact with Dr. Fuller over the years, he assumed the responsibility of contacting him and attempting to interest him in our program. It soon became apparent that the committee's decision of Dr. Fuller was obviously correct, for he responded with enthusiasm to that which we are attempting to accomplish. Because of the experimental nature of all aspects of this convention we felt it necessary to bring together in one place those people that had primary responsibility. For this reason, Herb Doran, Quinton Baker, Mike Meyer and Bill Wenzler went to Kansas City to meet with Bucky the weekend of February 20th. The experience for all of us will surely remain one of the significant ones in our life. He listened with care and thoroughness to that which we explained to him, and he responded in his customary form of brilliance. His comprehension seemed immediate and complete. His concept of the evolution of man is fascinating, but beyond all this the image we have of R. Buckminster Fuller is that of an exceptional human being. For each of us to have the opportunity to spend two and a half days with this man at the convention is absolutely fantastic. A reading list, therefore, for the convention should now expand to include the writings of Dr. R. Buckminster Fuller, as well as the study book, "Creating the Human Environment." A fascinating companion book to these more technical works is "The Greening of America" by Charles A. Reich.

One more thought — it is because of the very nature and scope of the convention that it seems only logical that we invite all those who are interested to join us in this search for understanding and make it clear that all are welcome.

Intuition: a Metaphysical Mosaic

by R. Buckminster Fuller

God gave man a faculty
Beyond that of his and other creatures'
Magnificent physical brains —
And that unique faculty
Is the metaphysically operative mind.

Brains apprehend and register
Store and retrieve
The sensorial information
Regarding each special case experience.

Mind alone can and does search out
The integral pattern concepts
And generalized principles
Which hold true
Throughout whole fields of experience.

Mind alone empowered humanity to conceive
Of objective ways to employ
The subjectively acquired concepts
Of generalized principles
Such as *leverage* —
And thereby favorably to alter
The environment —
By — for instance — differentiating out
All the fundamental atomic structurings
And subsequently employing
Their uniquely recombining synergetic behaviors
Thereby to attain
Greatly augmented
Relative human advantage.

For synergy is one of those
Generalized principles
Which is scientifically defined as
Behavior of whole systems
Unpredicted by the behaviors
Of any of its separate parts
Or by any subassemblies of its parts
As for instance is disclosed by
The attraction for one another
Of two or more remote
Massive bodies
Such as the Earth and Moon
Or of any two or more,
Larger or smaller,
Celestially neighboring massive bodies
Be they metallic or non metallic,
Was first observed
And hypothetically explained,
By Kepler
To account for the geometrical regularities
Of inter-coordination of their orbits
He found to be demonstrated
By the motions of the Sun's planets.

This mass attraction was shown later,
By Newton,
To increase fourfold
Each time the distance between two bodies
Was halved.

There being no property
Of any one of the bodies
Considered only by itself
That predicts that it will attract,
Or be attracted by, — Another body
It is clearly in experimental evidence

That the phenomenon *mass attraction*
Can only be disclosed
By observation of the behaviors
Of the two or more bodies
Comprising the observed system's
Comprehensively measured
And mathematically described
Variations of relative proximity
Relative mass
And relative dimensions.

This is synergy.
Synergy is the only word that means
Behavior of whole systems
Unpredicted by the separate behaviors
Of any of its parts.

Even less known and understood
Is the word *precession*
And the phenomenon
Which it uniquely identifies.

Precession identifies
The remote effects
Of independently moving bodies
Upon one another's
Motion inter-patterning.
Mass attraction is to precession
As a single sound is to music.
Precession is
Regeneratively progressive mass attraction.
The elliptic orbiting
Of the sun's planets
As well as the solar system's motion
Relative to other star groups
Of the Galactic Nebula
Are all and only accounted for
By precession.

Precession is second degree synergy
It is not predicted by mass attraction
Considered only by itself.
Not until we learn by observation
That the mass attraction
Of any two proximate bodies in motion
Imposes a motional direction
At ninety degrees to the mass attraction
Do we learn of this second surprise behavior
Of two or more bodies.
Thus is the Moon
Precessed into orbit about the Earth
As Earth and Moon together
Are precessed into orbit around the Sun
Yielding in a ninety degree direction
To the Sun's massive pull.
Because the sub motions cannot explain the behavior
Of their progressively encompassing
And progressively complex systems
We learn that
There are progressive degrees of synergy.

And though one percent of society
Has superficial awareness
Of the existence of mathematical regularities
Synergetically displayed by *mass attraction*
And super synergetically displayed as *precession*
No scientist has the slightest idea
What mass attraction is

or why either synergy or precession exist
or act as they do.

is therefore in experimental evidence
that the origins of science
are inherently immersed in mystery,
and all of the physical universe's
discontinuous energy events
are interspersed with mystery.

the why-for and how-come
of omni-interaccommodation
of all the known family
of weightless, eternal, generalized principles
found by scientific observation
to be metaphysically governing
an elegant mathematical order
of all the scenario universe's
interrelationships, transformations and transactions
without one principle contradicting another
also absolute mystery.

energy permits
humanly conceived and executed
rearrangements of its environmental constituents
in ways which are ever more favorable
for the regeneration of life
on board our Spaceship Earth.

thus metaphysically equipped
to first apprehend, then comprehend
the significant potentialities of
the generalized principles
permeating their physical experiences
where humans gifted
imaginatively and teleologically
to employ and process
complex information.

thus also humanity is permitted
by God
to participate in meager degree
in God's own vast
evolutionary designing capabilities.

key to humanity's scientific discoveries,
technical inventions,
design conceptioning,
and production realizations
has been a phenomenon
transcendental to humanity's
self-disciplined
objective concentrations of thought
and deliberate acts —
a phenomenon transcendental
to humanity's inventive capabilities.
That key is the first
and utterly unpremeditated event
in all discovery, invention, and art.
It is humanity's *intuitive* awareness
of having come unwittingly upon
in heretofore unknown truth —
a lucidly conceptual,
sublimely harmonic,
regenerative relationship of a priori universe —
an eternal principle —
and then seconds later
the *intuitive* awareness
of what the conceiving individual human
must do at once
to capture the awareness of

And secure the usefulness of
That eternally reliable principle
For all humanity
For now and henceforth.

Again and again —
Step by step
Intuition opens the doors
That lead to man's designing
Of more advantageous rearrangements
Of the physical complex of events
Which we speak of as the environment
Whose evolutionary transition ever leads
Toward the physical and metaphysical success
Of all humanity

And because its design
Permits humanity to live anywhere
Around our planet's watery mantel
And because this sailing craft
We are now to launch
Is the epitome of design competence, —
As manifest at this moment
In the forever forwardly mounting and cresting wave
Of design capability, —
We herewith give
To this world-around dwellable
High-seas sailing craft
The name — INTUITION.

As a comprehensive and anticipatory Design scientist
I am aware that the reciprocating engines
Of all our automobiles
Are only about
Fifteen percent efficient
While our gas turbines
Are about thirty
And our jet engines
About sixty
Percent efficient
In delivering effective work power
From the energies they consume
The overall mechanical efficiency
Of World around humanity's power-to-work
As presently designed and tool-ed-up
Is only about four percent
While experienced engineers and scientists concede
That the World's industrial network
Could easily be redesigned to operate at better
Than an overall fifteen percent efficiency.
Ergo I have long been intuitively aware
And am now scientifically confident
That a physically permitted design revolution
Is indeed feasible
Which can fourfold the present design tool-up
Raising it to a meager
Sixteen percent
Overall efficiency
Which can
Do so very much more
With progressively ever less
Of kilowatts, minutes, and grams
Of the physical resources of our Spaceship Earth
To be invested in
Each function accomplished
As stated in structural magnitudes
Of loads and stresses
Effectively withstood
As well as in magnitude ratios
Of mechanical, chemical

And electrical performances —
 All as performed
 Under comprehensively and specifically stated
 Environmental conditions
 Of pressure, heat, etc.
 And by virtue of all the foregoing —
 And without having anyone
 Prosper at the expense of another —
 To be able to raise
 And multiply.
 The overall percentage of humanity
 Enjoying a satisfactorily adequate standard of living
 From the world's present forty percent «haves»
 To a one hundred percent «haveness»
 Of all the humans now aboard
 Or about to come aboard
 Our Spaceship Earth
 Which witnessed a condition
 Only two-thirds of a century ago
 When less than one percent
 Of its human passengers
 Enjoyed an, in anyway, comparable standard of living.

I also realize intuitively
 That the elimination
 Of the condition of resource inadequacy
 And thereby the elimination of human want
 May probably eliminate war
 — or *quick death* —
 Which is always consequent to the overlong
 protraction
 Of the slow and more anguished poverty's
Slow dying
 As brought about by lethal ignorance
 In respect to the design revolution potentials
 As society takes its only known recourse
 In political actions
 Which can but throw the «Ins» out
 Or «pull the top down»
 Unwitting that the design revolution
 Could effectively elevate
 Not only all those now on bottom
 But also those now already prospering
 To higher levels of advanced living
 Than have as yet been realized
 By any humans
 Without taking away
 Or diminishing the advantages of any humans.

But as of this old-to-new era's
 Threshold crossing moment
 Ignorance of the design revolution potentials
 Is pervasive and its vacuum persuades
 The most powerful political thought
 Of the largest organized groups of society
 — Amongst the sixty percent of humanity
 Now aboard Earth
 Who are as yet «have nots» —
 To assume that
 Since there seemingly
 Is nowhere nearly enough
 Of vital resources
 For all to be successful
 And in current fact
 Only enough to support a minority
 The only fair condition for society
 Is one of comprehensive destitution.

And a camaraderie of poverty
 Which ever and again

Can assuage its emotional depression
 By vindictively leveling
 All attempts of any individual humans
 To advance standards
 As constituting new upshoots
 Of the socially abhorred
 Survival only
 Of the fittest selfishness.

We are also aware
 That other vast numbers of the «have nots»
 Who are less or entirely
 Unorganized politically
 Have for so many milleniums
 Suffered intensely
 Both physically and metaphysically
 Throughout their short-termed lives
 That there has been
 No suggestion in their experience
 That life was meant to be
 Anything other than a tortuous trial.

Ergo, they rationalized
 That the only explanation
 Of such a negative experience
 That could be hopefully contemplated
 Was that life on Earth constituted
 A period of qualification
 For an eternal life
 Hereafter and elsewhere
 And the greater the hardship endured
 In the temporary or temporal life
 The pleasanter the life hereafter.
 And to all such life-hereafter
 Any attempt to ameliorate and improve
 Their short life on Earth
 Assumedly threatens
 To dissipate and preclude
 The eternal ecstasy
 Of their life hereafter.

It also seems clear
 That an increasing number of young,
 Or young-minded people
 Are beginning
 To share my awareness
 That total holocaust
 Is now being ignorantly induced
 By the world's preoccupation with
 Exclusively political palliatives
 Which are inherently shortsighted
 And applicable only
 To the emergency dramatized local aspects
 Of the greater and unrecognized
 Evolutionary problems
 With which human life
 Aboard our planet is beset —
 Little humans
 Preoccupied with the immediate needs
 Of their physical regeneration
 Have locked their zoom-lens focussing mechanism
 On the close-ups only
 Leaving it exclusively to their intuition
 To remind them
 Once and again in a surprised while
 Of the vast long-distance focussing
 Of evolutionary events.
 And because evolution is apparently intent
 Upon accomplishing humanity's total economic
 success,

Whenever society delays overlong
Adopting, producing, distributing, and using
A peaceful spontaneity,
The evolutionary essential
Discoveries and inventions
Of its individual human pioneers
Evolution then forces the adoption
Of the technological innovations
Under the aegis of group fear of military defeat
And its defensive action taking
Whereas humanity reorganizes
The physical environment
In naturally permitted ways
Which turn energy as matter
Into a myriad of wheel mounted levers

And shunt energy
As radiation induced flows
To impinge upon those levers
Whereby to do the gamut of tasks
Conceived of by the human mind
As most productively efficient
And requisite to the immediate survival emergencies
Whereby inducing humanity's
Adventent acquisition
Of the subsequently and peacefully employable
Mass production capability.
Was thus we progressively discovered for instance
That the copper mined, refined, and shaped into wire
At wartime

Strung upon poles to conduct energy from here to
There
Does not lose its conductivity after the war
And it does not unrefine itself and return to the mine
But goes on through progressive meltings
To perform ever more exquisitely important functions
In ever more efficient ways
More messages per cross section of telephone wire
Progressively permitted and induced
By the environmental alterations and
Favorable conditions for research and further
Discovery
By the human mind
Which the productive tool-up regeneratively induced.

And thus there ensures a chain reaction
Of the advancement of living standards
For ever more people
And the multiplication of their life spans
And the multiplication of their mobility
And the decrease of natural restrains
On so vast a scale as to augur
The swift advantaging of all humanity.
But humanity does not as yet realize
That the greater schemes
Of potential evolutionary success
Are entirely metaphysical and invisible —
To an omni-specializing and only
Physically emphatic world society.

For only one millionth
Of the vast ranges of the *electro-magnetic reality*
Directly tunable by the human senses
Argo, humanity as a whole is tactically blind
And is now as innocently helpless
As a newborn baby.
And its helplessness must be attended
By all those who heed their intuitive faculty
Thus to apprehend, then comprehend and anticipate
Evolution's inexorable transformation mandates

Through their inventive awareness
Of the design science opportunities
To rescue and advance all humanity
Into spontaneous adoption and realization
Of the eternal design revolution requirements
Of universal evolution
And humanity's living entrance thereby
Into a new relationship with universe
Involving vastly greater responsibility
Of all humanity
In respect to greater universe's
Event unfoldments.

Ships, sailors and the sea
Have been my greatest
Teachers and conditioners.

And it is not the least
Of such lessons
That Dinos Doxiadis
Finds it logical and propitious
To convene world around
Exploratory thinkers
To consider human settlements
From aboard a ship —
A mobile, organic city —
Plying swiftly the Aegean Sea
Therefrom to inspect
The city states of its islands and shores
Regenerated for five milleniums
By history's most rugged, yet artistic
And intellectually inspired sailors
The Greeks

For intuiting synergy
The Greeks initiated problem solving
By recourse to cosmology and cosmogony —
By proceeding from the whole to the part —
Lest they miss
The exquisite significance
Of each little part or event.

Thus did the Ionian Greeks
Commence mathematical pattern mensuration
Of their world, by geo-metry,
Within which synergetic advantage
The known sum —
One hundred and eighty angular degrees —
Of all the angles of any triangle,
Plus the known values
Of three of the triangles six parts
Provided the mathematical capability
To discover the original unknown values
Of the three remaining triangular parts.
Thus also synergetically did Democritus, —
Starting with the totally known complex
Of visible universe behaviors, —
Come to conceive schematically
Of the logical necessity for invisible phenomena
Which he named «atoms»
More than two milleniums in advance
Of non-synergetically plodding science's
Physical verification
Of the microcosmic stardom
Of those atoms.
If all humanity attains planetary success
Central to that attainment will be
The magnificently regenerative power
Of the Greeks' synergetic spontaneity of thought.

Reprinted from Ekistics 179 October 1970



COLOR TINT CONTROLLED With MEDUSA WHITE...



Bright new addition to the changing Cleveland skyline will require a total of 2,140 buff colored precast units. Medusa White Portland Cement with an umber pigment was specified to assure positive, uniform color control.

Shipped to Cleveland—three panels to a truck—precast units measure 11' x 15'10½", having a light exposed aggregate finish with even color throughout.

White cement is the most carefully color controlled portland cement produced to assure constant uniformity in the finished concrete product.

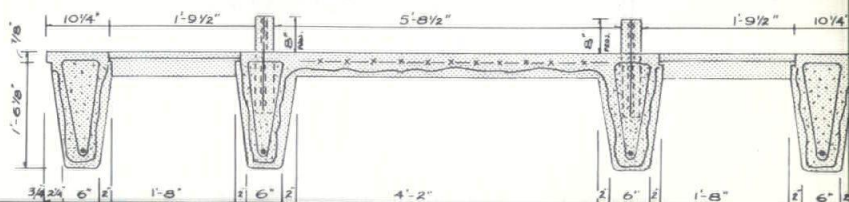
Precast units of Medusa White are moldable to the architect's creativity, easy to install, weather tight, fire safe, and require minimum maintenance. Write Medusa Portland Cement Company, P. O. Box 5668, Cleveland, Ohio 44101.



CLEVELAND STATE UNIVERSITY (Library and Faculty Tower)
Cleveland, Ohio. Architect: Outcalt Guenther Partners, Cleveland.
General Contractors: (Joint Venture) Blount Brothers Construction Co.,
of Birmingham; William Passalacqua, Builders, of Cleveland.
Precast Producer: Marietta Concrete Company, Marietta, Ohio. (Precast
Units of Medusa White mixed with umber pigment).



MEDUSA



Creating The Human Environment

*A Report of the American Institute of Architects
By Gerald M. McCue, William R. Ewald, Jr.,
and the Midwest Research Institute
William P. Wenzler,
Chairman, 1971 Convention Committee*

We feel uneasy — more than uneasy, concerned — more than concerned, frightened. Uneasy, concerned, frightened — because all that by which and for which we have lived seems to be shaking, and cracking, and even disintegrating around us. We want to cry out. Cry out in pain — and fear — and anger. We want to find the reason or cause for this challenge to our world and hold “them” responsible for what “they” have done. We recall how it used to be and long for its return. A return to calmness and harmony and confidence. But what’s happening can not be returned to what used to be — for we are in the midst of a revolution. It’s strange to live in a revolution. Strange because it’s not announced as such and therefore many are not aware of its existence. How do we awaken each of us to the fact that we are indeed in the midst of a revolution? And if we do, then what? Will we tend to shrink from what appears to be a frightening chaos, pretend it doesn’t exist and continue in our blind status quo? Will we resist the apparent chaos and restore order — in the name of freedom? Or is it possible that we can open our eyes, our ears, our very beings to what is a fact — join that revolution — be a contribution to it — no longer the enemy but the partner. This is what’s happening today. This is “where it’s at.” The revolution is within humanity itself — the victory will mean our survival as human beings.

The American Institute of Architects has chosen to start facing this condition in history by commissioning a report which has taken the form of a book called *Creating the Human Environment*, and the Wisconsin Chapter has chosen to start facing this reality by dedicating its 1971 convention to an attempt to better grasp what’s going on—using the report as our resource. This review will look at the report and how it will relate to the convention.

“We have entered a new era. Most of those who have seriously studied history identify current times as a break with the past equivalent to the beginning of the Agricultural Revolution (4000 B.C.) and the Industrial Revolution (1600 A.D.). Even the most conservative acknowledge that we are in for an *accelerating* continuation of the Industrial Revolution. Special terms are being used to mark this time of Technological Revolution like ‘Technotronic Age,’ ‘Technological Society,’ ‘The New Industrial State,’ ‘Post Industrial Society,’ ‘Age of Discontinuity.’ It is to be a ‘Sensate Culture’ and ‘God Is Dead.’”

“The unsettled, riot torn, breaking-up, swept-along feeling of these times has perhaps been most accurately captured by the biophysicist John R. Platt. The rest of this century he likens to the ‘shock front’ at the leading edge of an airplane’s wing as it breaks the sound barrier, before the air flow smoothes out again. In pure physics terms there is, after all, a limit to how fast and how much change is possible. This is true for humans also. If mankind, as we understand it, is to survive on earth, it must pass not only through this shock front but also into a new condition in the history of man — ‘steady state’ — in which the population is in dynamic ecological balance with earth. A potential of *two* epics in one lifetime!”

“We sense and feel the break-up caused by the shock front, and perhaps attribute to our ‘natural enemies’ — opposing groups, institutions, or nations — troubles that far supersede their malicious efforts. Through television we ‘participate’ in the shock front — the Vietnam War; the Detroit Riots; the assassinations of John F. Kennedy, Martin Luther King, and Robert Kennedy; Resurrection City; walks in space; the Chicago Democratic Convention Police Riots; Berkeley and Columbia turmoil; Walter Kronkite pointing at new technological marvels; ABS’s; SST’s.”

“When we really think about that, it puts us in a temporary state of cultural shock, best treated by a long drive in the country and a return to our old reliable pragmatic personal philosophies. This home remedy is not going to work much longer. It has been failing us a little more each year since World War II, which was probably the last time Americans shared as a people a sense of purpose and mission. More individuals are richer, but we seem spiritually poorer as a nation. Given the modern communications network we have, it is difficult to state ‘we are poor but we didn’t know it.’ Morale is low and there is restlessness, not only among the young, the black, the scientists, and increasingly the professionals, but also for different reasons, the middle class and the right wing.”

“We seem to have reached a time when we need to stop and think and learn how to recognize the wisdom we need, wherever we can find it.” (We hope the convention will be this type of “pause to think.”) “At the rate today’s world is changing, we are deceiving ourselves if we believe a problem or an opportunity postponed now will be the same when it better suits us to get to it. They have a history of transforming themselves. The way TV has exploded the vision of a new life for the black man alone should be enough to demolish this escapist thinking. We face numerous other examples in pollution, youth’s dissatisfactions, transportation population concentrations, and the threat of nuclear warfare. They are all interrelated.”

It is this understanding of the interrelation of all of life that makes this report essential reading for all architects. The overriding impact of the report is the realization that architecture cannot be viewed in isolation but must be one with all these complex events unfolding around it. This understanding will help the architect to see his role as creator of environments and can be meaningful only when he (or she, of course) is sensitive to the total scene in which he is living. He can succeed in creating human environments only when he learns that “cost-benefit ratios” and “program planning” and “budget systems” are necessary considerations but that he must “transcend these management tools and proceed to human-benefit ratios.”

“We must deal in a way appropriate to our age in the realities of building with concrete, steel, glass, wood, aluminum, brick, and plastic to serve the activities and spirit of men.”

“It is the balance of human intellect, emotion, and spirit that is critical. The process of creating the future social, economic, and physical environment will either steady or tip this balance. In the professions of architecture and planning art and spirit are reputed to meet science and technology. Both professions are concerned ultimately with building real things in the here and now that last into the future. These things are built to serve people who are simultaneously rational-irrational-extrarational and changing. This is an enormous demand. In attempts to decide upon a course in

these stressful days, we can and do oversimplify. We are sometimes told our choice for building the future environment is between practical technology (read "anthill") or spontaneous individual effort (read "anarchy"). The sensible human choice, of course, is to take neither. But something must be put in their place."

"We nominate enlightened dialogue leading to specific action."

It is the belief in the validity of this concept of the close participation of the user with the designer through dialogue that we have structured the entire convention format — also to begin to develop techniques for this participation.

"The mechanisms we have inherited for participation don't work well enough in these changing, complex times. They need to be modified and supplemented but not so naively as to expose the machinery of society to the monkey-wrench throwers. For full participation of men — rational-irrational-extrarational — we need to invent the means for men and women of good will to talk over these changes and decide what cities, communities, homes, and lives are to be."

The report has three Parts each of which is broken in sub-topics. The convention will consider each of the three parts focusing on particular sub-topics in group dialogue and problem solving seminars. All of this will be guided and inspired by a resource leader-speaker who will be with us for the entire two and one half day convention (more on the resource leader is presented in this issue of *WISCONSIN ARCHITECT*). The following are excerpts from those sub-topics that we will use as the basis for seminars.

Part One: Reconnaissance of the Future (1920-1985-2000)

3. Basic Alternative Paths to the Future

"When communication — dialogue — between the protagonists and society breaks down, the stage is set for violence. The step from there to violent revolution can be short."

"To many, however, it is now apparent that we have problems our present mode of democracy doesn't meet. The marketplace democratic society is not managing pollution, traffic, housing, crime problems, education, or national purpose to our satisfaction these days. If this has become generally acknowledged, but we still don't trust government with enough funds to provide solutions — and we don't — new responses are called for. One might be either to contract out more of the responsibilities and problems of government to private enterprise as business opportunities, or to strengthen the nonprofit sector. Or both."

"Diversity is more expensive than monotony, but there is a human cost to monotony and efficient control that the path to reason would recognize and not be willing to pay in order to save dollars. For men recognized as rational-irrational-extrarational beings, it would be unreasonable to choose a path that was exclusively rational."

5. Organizing Knowledge to Create a Human Future Environment

"As a biologist, I have reached this conclusion: we have come to a turning point in the human habitation of the earth. . . . I believe that continued pollution of the earth, if unchecked, will eventually destroy the fitness of this planet as a place for human life."

"Science can reveal the depth of this crisis, but only social action can resolve it. Science can now serve society by exposing the crisis of modern technology to

the judgment of all mankind. Only this judgment can determine whether the knowledge that science has given us shall destroy humanity or advance the welfare of man."

Part Two: The Building Industry: Concepts of Change (1900-2000)

4. Land and Land Use

"Since land is a fixed-quantity, essential resource continuously at auction in a prospering economy, it is axiomatic that land costs will rise . . . residential land costs have risen sharply as a percentage of total project costs; and all of our evidence indicates that the trend will continue at a brisk pace projected over the next thirty years, despite the expectation of healthy increases in building costs."

"Restoration of the inner city either by subsidized mass rehabilitation or replacement, or by subsidized piecemeal rehabilitation or replacement will be an incredibly expensive matter; but it must be done if the nation is to avoid progressive self-destruction."

5. Construction Technology: Change and Implications

"For the 1970-1980 period, concrete materials and components will show the strongest growth. Beyond 1980, steel is expected to replace many of the vertical wall panels and functional modules formerly cast in concrete. By 1984, more manufactured products will be made of plastic than of any other material, but structural plastics are not expected to have major impact until the post-1985 period."

"The role of simulation and gaming in design is expected to develop concurrently. Design functions will probably tend more toward a gaming approach where "competing" allocations can be evaluated in compressed time, whereas, engineering and technical considerations are generally more amenable to modeling and simulation. Urban planning, landscape design, and regional or neighborhood dynamics are receiving attention in the form of design games."

Summary: Change, Issues, and Uncertainties for the Architect

"The future examined in this report calls for a new role for the architectural profession, and for a redefinition of professionalism." (Read the six pages of this topic carefully.)

Part Three: Future of the Profession

3. Toward a Definition of the Profession of Architecture

"It is the dependence upon personal judgment which is both the strength and weakness of the profession."

"The most significant changes which are anticipated in both society and the building industry are in social mechanisms, in communications systems, and in cybernetic and mechanized cognitive assists. These are precisely the areas in which the profession practices. As a result, one must expect the near future to be one of great change, an age of experimenting with new methods of analysis and synthesis which are developing in computer science operations research and systems engineering. The near future will also find a new thrust for exploration of the social and behavioral sciences for the development of theories which will attempt to bring the relationship between design theory and known science in this area more

Continued on page 20

Jurors

For The 1971 Wisconsin Chapter, A.I.A. Honor Awards Program



Ned H. Abrams

Ned H. Abrams was born in Philadelphia, Pennsylvania, in 1915. He attended School of Fine Arts, University of Pennsylvania, and graduated with B. Architecture in 1937 and received his M. Architecture in City Planning in 1938.

Mr. Abrams spent World War II years as an architect in Washington, D.C., and in the Field as an Expediting Surplus Property Officer in the Corps of Engineers in Washington, Colorado Springs, Salt Lake City, and San Francisco.

He entered practice with a Mechanical Engineer engaged in design of food and paper processing plants and abattoirs, and designed system buildings of precast concrete in California and Utah. Mr. Abrams holds two patents on precast concrete construction.

He opened his office in separate private practice in Sunnyvale, California, in 1948, specializing in housing, particularly factory-built housing and system design. Since that time he has been architect for Family Housing for three Air Force Bases and 7 Naval Bases in California, a total of over 3,000 units.

He has been the architect for more than 1,000 units of middle income housing, including garden-type apartments, town houses, and high rise apartments. He has completed and is now working on elderly apartment projects, rent supplement housing projects, and cooperative housing projects in several states. He is presently licensed to practice in 22 states.

Mr. Abrams is the author of two articles: "Focus on System Designing," published in the September and October

issues of "Architecture Canada"; and "A 'Design System' That Produces Contract Drawings," published in the March issue of the *AIA Journal*. He has been guest lecturer to groups of architects at Pennsylvania State University and several AIA Chapter meetings in California and other states and also the North Carolina State Convention — Winter 1970, speaking on his advanced architectural techniques, which were developed and are practiced in his office.

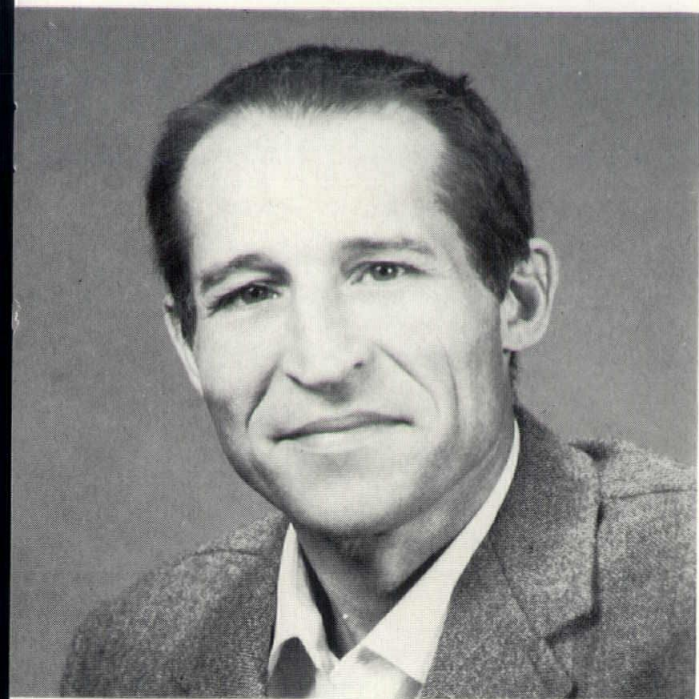
He belongs to the N.C.A.R.B., the A.I.A., Tau Sigma Delta, and the Sunnyvale Chapter of Rotary International. He lives in Palo Alto with his wife, Lois, and their two children.



George Schipporeit

George Schipporeit was born in Huron, South Dakota. He studied Industrial Engineering at Purdue University and Architecture at Illinois Institute of Technology. Direct architectural office experience includes Skidmore, Owings and Merrill and Mies van der Rohe, where most of the work was concentrated in urban housing. His industrial experience has been with the Aluminum Company of America, with both the single family aluminum house and general urban housing activities.

He is currently President of the architectural firm of Schipporeit, Inc., Chicago.



Daniel Harris Carson

Daniel Harris Carson was born in Santa Barbara, California. He holds the following degrees: University of California, Berkeley, California, B.A., 1953 (Psychology); University of California, Berkeley, California, B.A., 1954 (Architecture); Massachusetts Institute of Technology, Cambridge, Massachusetts, Department of Architecture and City and Regional Planning. 1954-56 (thesis for M.C.P. unfinished); The Johns Hopkins University, Baltimore, Maryland, M.A., 1958, Ph.D., 1960. He is Associate Professor of Environmental Science, College of Human Development, The Pennsylvania State University, 1968. He was Assistant Professor of Psychology in Architecture and Associate Research Psychologist for Mental Health Research Institute, University of Michigan, 1967-68 and Visiting Associate Professor of Psychology and Architecture, University of Utah, Spring Quarter, 1967. He held the position of Assistant Professor of Psychology and Associate Research Psychologist for the Mental Health Research Institute, The University of Michigan, 1962-67; Assistant Professor of Psychology and Associate Research Psychologist for the Engineering Psychology Laboratory, Institute of Science and Technology, The University of Michigan, 1961-62; Visiting Assistant Professor of Psychology, University of California at Santa Barbara, California, Summer 1961; Assistant Professor in the Department of Psychology, The Johns Hopkins University,

1960-61, and Junior Instructor in Psychology, The Johns Hopkins University, 1957-58, Summer 1958, 1958-60, Summer 1960.

His professional positions include Research Assistant for the Office of Naval Research through the Institute of Cooperative Research at The Johns Hopkins University, 1957-58, Assistant Planner responsible for the collection and analysis of all data of planning significance for the General Plan of the City of Bristol, Connecticut, (John Blackwell and Assoc., Boston), Summer 1956, Assistant Planner responsible for the collection and analysis of data on recreation facilities for the General Recreation Plan for the City of Boston, Massachusetts, 1955-56; Assistant Planner, County of San Mateo, California, Summer 1955.

Among Mr. Carson's many publications we here note but a few:

Carson, D. H. In *Therapy by Design: Implications of Architecture for Human Behavior*. Conference Proceedings, L. Good, S. Siegel, and A. Bay, Eds., Springfield, Illinois: Charles Thomas, 1965.

Carson, D. H. The interactions of man and his environment. In *SER. 2: Environmental Evaluations*. C. T. Larson, Ed., Ann Arbor: The University of Michigan, College of Architecture and Design, 1965.

Carson, D. H. Comments on city planning and the treasury of science. In: Ewald, W. R., Jr., Ed., *Environment for Man*, Bloomington: Indiana University Press, pp. 56-59, 291-292, 1967.

Carson, D. H. Comments on the pattern of streets, *J. Amer. Inst. Planners*, 33, November, 1967.

Carson, D. H., F. E. Carson and R. S. Tikofsky. On learning characteristics of the adult aphasic. *Cortex*, 4, 1968, 92-112.

Carson, D. H. Environmental stress and the urban dweller. Invited paper, *Michigan Mental Health Research Bulletin*, Vol. 11, No. 4, Fall, 1968.

Carson, D. H. and B. L. Driver. An environmental approach to human stress and well being: with implications for planning. School of Natural Resources, University of Michigan, 1969 (Microfilm or Xerox only).

Carson, D. H. Human factors in urban housing. *Cons. Eng.*, 32, 3, 1969, 158-165.

Carson, D. H. In and out — black and white. *AAUW Journal*, 62, 4, 1969, 160-162.

Carson, D. H. Natural landscape as meaningful space. In: Pastalan, L. and D. H. Carson, Eds. *Spatial behavior of older people*, Ann Arbor: Univ. of Mich. Institute of Gerontology, 1970.

Carson, D. H. Population concentration and human stress. In: Rourke, B. P., Ed. *Explorations in the psychology of stress and anxiety*, Canada: Longmans, Ltd., 1969.

Wisconsin Department of Health and Social Services
Division of Health
Bureau of Environmental Health
SECTION OF PLUMBING AND RELATED SERVICES

In Wisconsin, plumbing is the only construction trade regulated on a state level that is applicable to all types of buildings, private and public. The installation of plumbing requires plumbers licensed by the State of Wisconsin. Municipalities are prohibited by statute from requiring a plumber's license other than a state license.

The Section of Plumbing and Related Services operates under the authorization specified in section 145.02 (2) of the Wisconsin Statutes. The first plumbing law was enacted in 1913 and the first state plumbing code was adopted in April of 1914, pursuant to the requirements of the plumbing law. Section 145.01 (1) of the Wisconsin Statutes defines plumbing. Other sections of chapter 145 pertain to the training and licensing of plumbers, plumbing inspection, local ordinances, penalties for plumbing code violations and specifies that all plumbing installations shall conform to a duly adopted plumbing code. The plumbing law also authorizes the department to employ plumbing supervisors, inspect plumbing installations, hold public meetings and generally disseminate information relative to the provisions of the plumbing law and the plumbing code.

The Section of Plumbing operates on segregated funds and is financed exclusively by plumbers' license and examination fees. The budget for the Plumbing Section is limited to the income from these sources. The authorized personnel of the Plumbing Section consists of a section chief, five staff assistants in the central office, eight district plumbing supervisors plus a stenographic and clerical staff.

The activities within the central office of the Plumbing Section are extremely varied. Some of the major categories of the activities follow:

Maintaining the necessary records of every plumbing apprentice that is indentured and registered with the Department of Health and Social Services.

Maintaining the necessary records of learners in the category of restricted plumbers.

Conduct five examinations annually for journeyman and master plumbers and journeyman and master plumber restricted in each of the restricted categories, namely, sewer services and appliances.

Administration of the state septic tank permit law. Involved is the keeping of the record of each permit showing pertinent data, such as the owner's name, location and installer.

Review of plumbing plans and plans for private sewage disposal systems. The plumbing code requires that plans for private sewage disposal systems for all public buildings be approved by the department before commencing work on the private sewage disposal system. Due to the wide variety of types of public buildings, it is necessary to review each plan on the basis of information available as to the occupancy, location, expected use of the building, soil conditions and percolation test results. In the case of the larger installations and occasionally on the smaller installations, an on-site investigation by a representative of the Plumbing Section is made to determine the actual soil conditions for the particular site to determine if the private sewage disposal system consisting of a septic tank and soil absorption is acceptable

for approval. Normally a county building permit will not be obtained until state approval of the sewage disposal system has been received. Some loan agencies will not complete a loan until the private sewage disposal system and plumbing have been certified by the Plumbing Section as complying with the applicable sections of the plumbing code. Chapter H 24 covering general and special hospitals and chapter H 32 covering nursing homes, require that plans for such installations be reviewed. The review of the plumbing phase of the plans is conducted by the Plumbing Section.

Review of details for experimental installations, both as to material and design. This type of review encompasses a wide variety of situations, such as substitute materials, design new equipment or redesign, control flow roof drainage and other installations not specifically authorized by the plumbing code.

Examination of new products and their application to plumbing installations and compliance with the recognized standards.

Furnishing information as to the plumbing code and its application to architects, engineers, health officers, sanitarians, municipal officials and local plumbing inspectors. In addition to code interpretations, such service can include acceptable materials, acceptable design, experimental installations as to materials and design and advice on private sewage disposal systems and water distribution systems. This is a service supplied to plumbers and any interested person.

Reviewing proposed changes in local ordinances for cities, villages, townships, and counties.

Maintaining permanent code file of other states, cities, federal agencies and associations for purpose of reference and possible consideration in revision of the Wisconsin code.

The field functions of the section, as performed by its district plumbing supervisors, include a variety of duties. Major tasks include:

Inspection of plumbing installations in new and remodeled buildings. This is considered the primary task. Emphasis is given to certain categories of buildings, namely, hospitals and nursing homes, schools, colleges and state buildings. State buildings are exempt from local codes and local inspection. Critical items such as reports of unsafe water samples in the types of buildings previously mentioned have a priority to determine possible sources of contamination through cross-connection or other means. Directives for corrections or alterations to comply with the requirements of the plumbing code are made as necessary.

Consultation on installations of private sewage disposal systems is performed as requested by local inspectors, county zoning administrators and county sanitarians.

State inspection is made for certification to various loan agencies such as F.H.A.

The experimental installations mentioned under the central office tasks are field reviewed to determine compliance with the provisions of the experimental approval. Reports are submitted to the central office concerning the results of the investigations.

Continued on page 1

Continued from page 15

clearly in line with the relation between theory and practice in the physical sciences."

4. The Professional Architect, His Enterprises and Institutions
"It must also seek legislation which will increase the standard of living and the quality of the environment, and in all cases take the position of serving the public regardless of the impact upon the architectural profession itself.

"Research in architecture should include three areas: *The environment*, human needs therefrom and response thereto, and the formulation of social and behavioral criteria and theoretical constructs for meaningful environments.

The design process, including formulation of techniques for syntheses of both social and technological criteria through new communication and management techniques.

Design solutions, technological and management techniques for greater economic efficiency in the delivery of the nation's industrial capability to a larger percentage of the public."

This report—and hopefully convention, will show us how we as architects can begin the task of re-making the "system" so that it is possible to Create the Human Environment. This task is formidable and complex—but one fact is clear. We can succeed or to that extent that we ourselves have succeeded in becoming human. This is the start—a total commitment to making human—as persons. This theme will show us the way—the way of openness instead of authority—respect instead of force—love instead of fear. Then we will create buildings, spaces, environments that are this too—environments that are honest, sensitive, truthful, humble, exciting, stimulating, provocative—human.

welcome

CORPORATE

Francis Lester Murray

BORN: July 29, 1930

RESIDES: Cambridge, Wisconsin

FIRM: Kettle Moraine Associates, Inc.

DEGREE: Illinois Institute of Technology
Bachelor of Architecture

New Member

PROFESSIONAL ASSOCIATE

Lyle G. Fenske

BORN: March 7, 1929

RESIDES: Menomonee Falls, Wisconsin

FIRM: Johnson-Wagner-Isley & Wideman, Inc.

DEGREE: Attended The University of Wisconsin, Milwaukee, and Marquette University

New Member

ASSOCIATE

Michael R. Schumacher

BORN: August 24, 1949

RESIDES: Madison, Wisconsin

FIRM: Krueger-Shutter & Associates

DEGREE: Madison Area Technical College
Associate Degree (2 years)

New Member

EMERITUS

Elmer A. Johnson

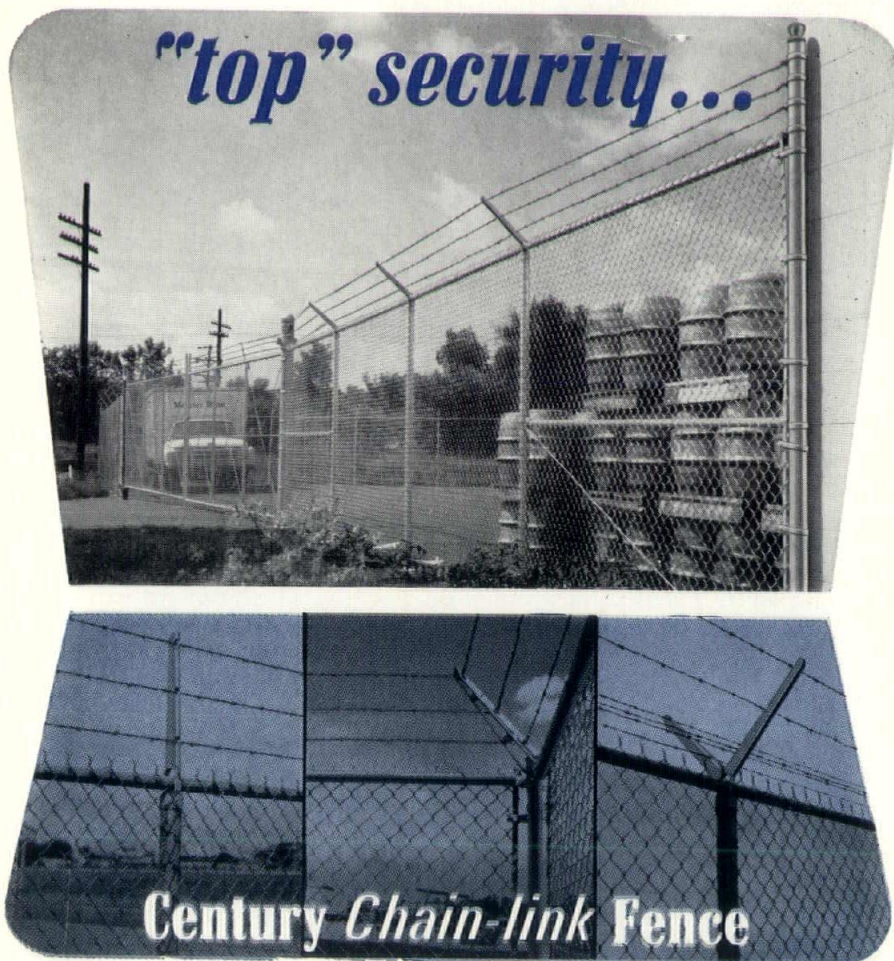
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Allan G. Wallsworth

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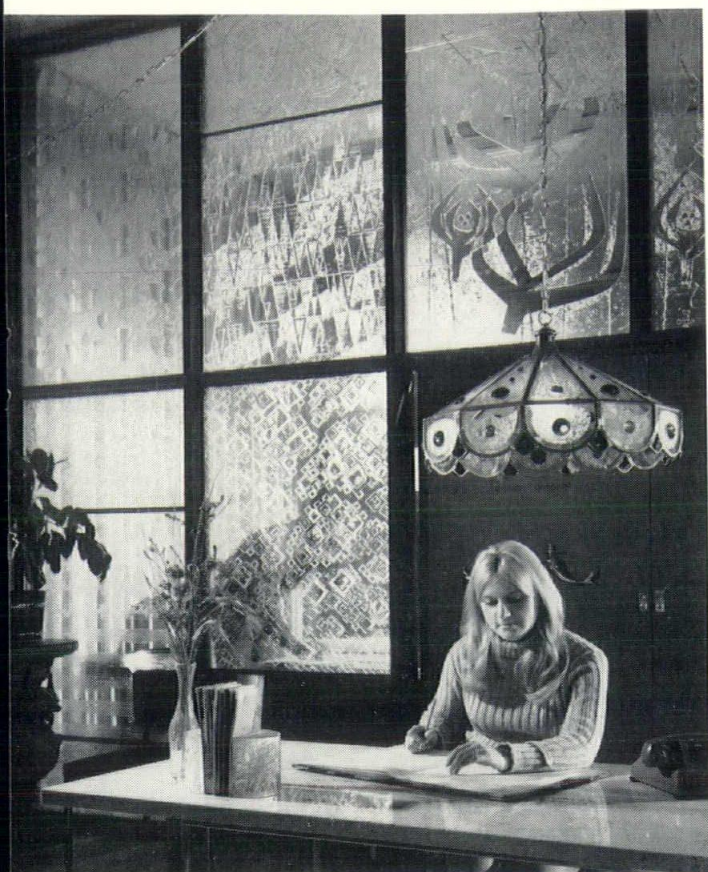


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For nearly 5,000 years artists have been working with glass. The first known man-made glass was in the form of a vase only which was found on vessels and through a carbon fourteen test discovered to have been made around 3,000 B.C. The first vessels made completely of glass were developed in Egypt and Mesopotamia nearly 1,500 years later and by 500 B.C. the eastern shore of the Mediterranean became known to the world as the home of the manufacturers of glass.

Up to the present time, there were and probably still are a thousand and one uses for glass and processes of working with glass. One of these processes is etching, a method that stained glass studios in particular employed in the manufacture of stained glass windows.

Recently, a stained glass studio of Milwaukee, The Conrad Schmitt, Inc., discovered a new technique of etching clear glass.

According to Bernard O. Gruenke, Sr., President of the studio, he became conscious of the large showroom windows and picture windows as they were called, nearly three decades ago. He found that these picture windows were used improperly in close proximity with other structures. He also observed that these windows many times were completely covered with large drapes or blinds and that these were opened only a small percentage of the time, and that the views these windows permitted more often than not were most unattractive. This is where Mr. Gruenke found etched glass to be a very effective alternative. And he explains: "As far as increasing outside visibility is concerned, this is entirely up to the buyer. We can create a veil of design with this etching process be it an abstract pattern or a floral design." He continues: "Now, we have a way in which we combine art and glass and still use it commercially. For years we have

tried to apply stained glass to commercial buildings such as banks, restaurants and other public buildings, but this attempt was almost totally unsuccessful because people when they think of stained glass, they immediately and exclusively associate it with churches."

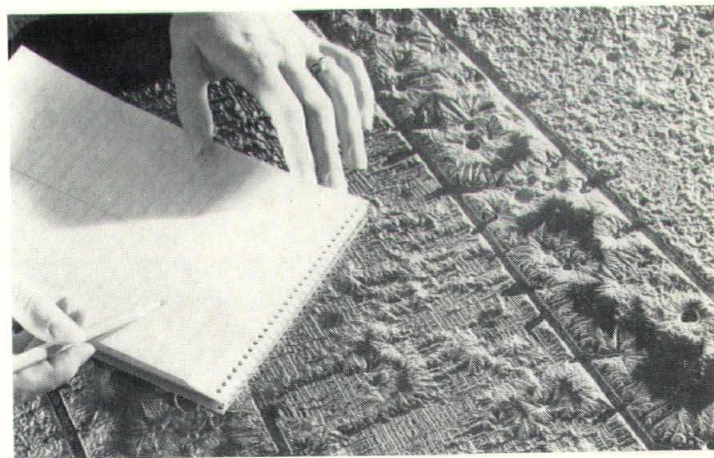
The Conrad Schmitt Studios first introduced to this country the faceted glass method in the late '40s. Since then they saw this method used in the wrong manner regarding the design as well as the structural aspects. Some studios, they feel, did not adhere to the correct specifications as far as the matrix and the size of the panels were concerned. In some instances, faceted glass structures literally fell apart and for all these reasons, faceted glass received somewhat of a "black eye." Because of these experiences and in an attempt to prevent a similar development, Conrad Schmitt Studios have applied for the proper patents for the process of etched glass.

In the meantime, Conrad Schmitt Studios are producing large room dividers which seem to be one of the most popular uses for etched glass. Other items in their production include windows of etched glass, desk tops, lamp shades, portraits, book ends, doors, skylights and many other objects using etched glass.

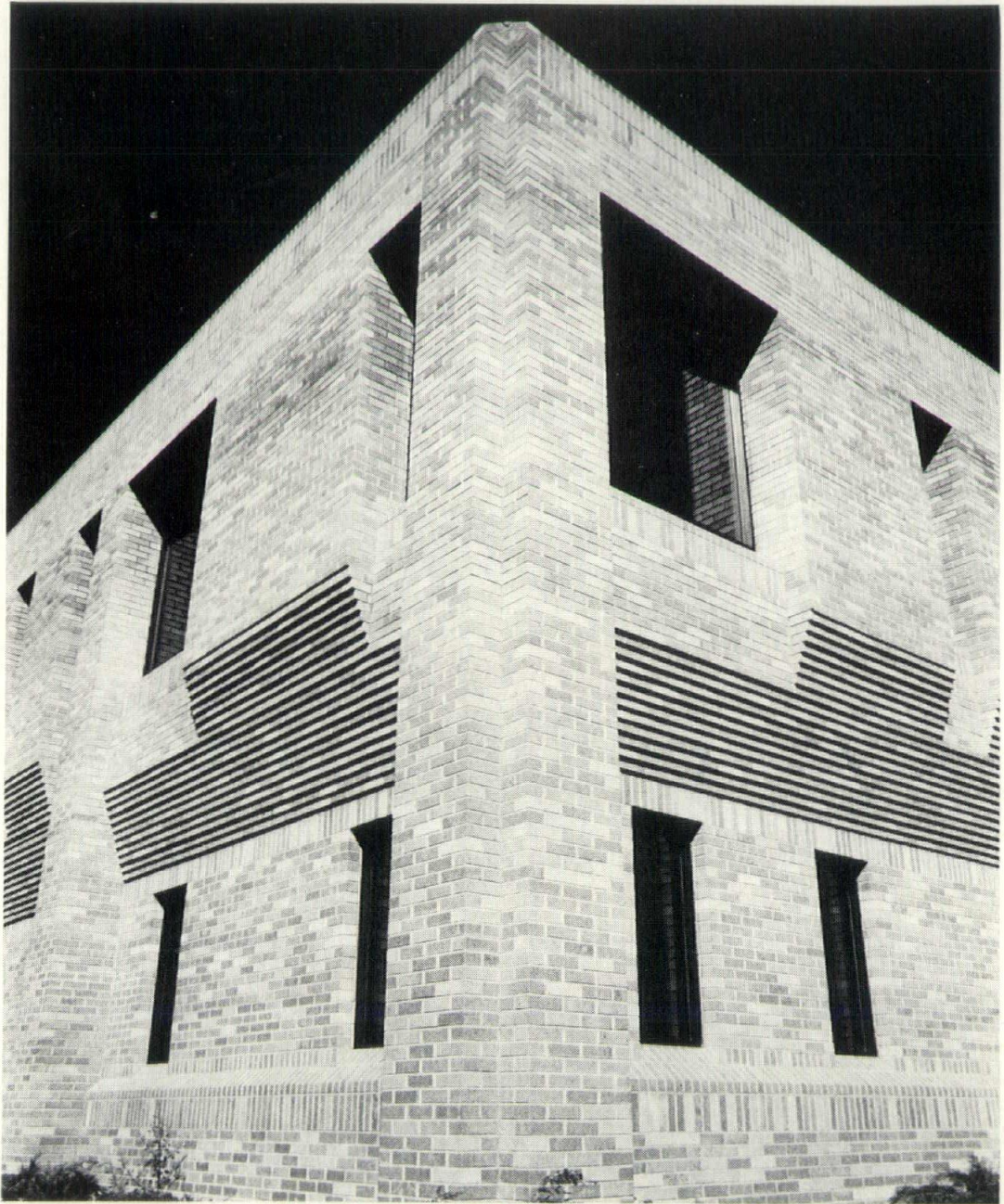
At the studio, located at 1325 South 43rd Street in Milwaukee, huge glass walls of etched glass are on display. One is an exterior wall showing the glass as one looks through it, and another one being an interior wall functioning as a room divider. A desk top of etched glass appears to have thousands of blue-green crystals scattered across the top. The design is subtle though and does not become distracting to the person using the desk. Lamp shades on display look like contemporary crystal chandeliers. "Everyone who comes into our studio and views the glass is absolutely fascinated by it," comments Bernard Gruenke, Jr., who has worked on the development of this etched glass.

The demand for etched glass has been growing steadily, according to Mr. Gruenke and during the past month, the Conrad Schmitt Studios have been commissioned to do etched glass for a large bank project in Chicago, windows for two churches and numerous small projects for homes.

The etched glass appears as hand-cut crystals in some cases and in others it appears as the work of nature. Mr. Gruenke, Jr., simply states: "There are two facts that are plain to see at the studio here, if it is glass, we can etch it and we are limited in this process only by one thing, and that is the imagination of our client."



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1325 SO. 43rd ST., MILWAUKEE

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Continued from page 18

Conduct seminars for plumbers for the dissemination of information pertaining to plumbing and private sewage disposal systems.

When compliance with the plumbing code requirements cannot be obtained by other methods, prosecutions for code violations are pursued.

Contacts with local plumbing inspectors, municipal officials, including city, village, township and county, pertaining to local ordinances and plumbing installations.

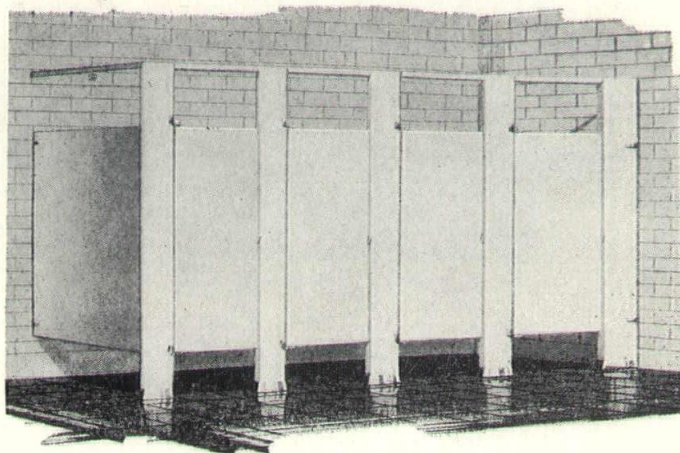
Checking on the plumbers' licenses.

Visits are made to the apprentice training classes.

There are many varied assignments included in the central office and field staff's activities. These may include conferences with attorneys, judges, property owners and plumbers when disputes arise over a plumbing installation; appearance in court as an expert witness; advice to designers, municipal officials and the general public on a multitude of plumbing related subjects; attendance at professional meetings to keep abreast of new developments and for self-improvement; and cooperation with state, local and federal agencies.

Plumbing is often termed the "hub of sanitation." Through the program activities highlighted above, it must be agreed that many and varied tasks are performed by the state's Plumbing Section. All of these to some degree, contribute to the protection of man's environment; thus, to the enhancement of his health and welfare.

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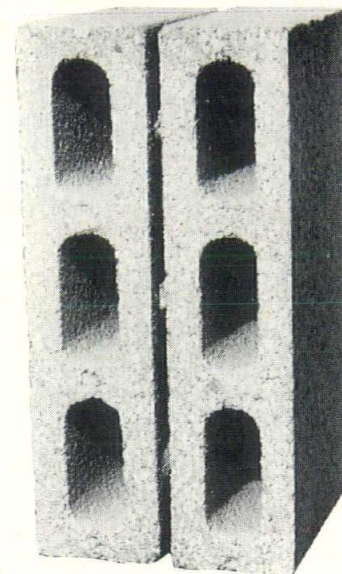
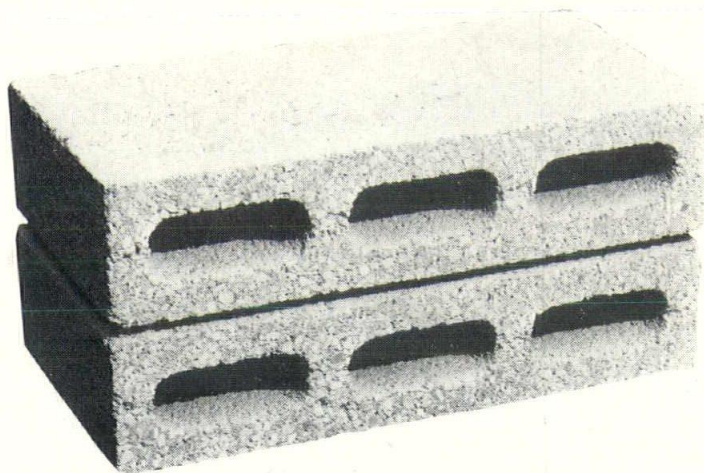
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